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July 17, 2007

VENDOR ALERT 2007-12



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS

SUBJECT: Non-WIC Authorized Gerber Infant Cereal Recall

Purpose

I am writing regarding the recent recall by Gerber of its brand of organic infant cereal. This Vendor Alert is a courtesy only for the purpose of keeping you informed of a possible health hazard for infants. These infant cereal products are not WIC authorized foods.

Vendor Implications

Gerber is recalling all 8 oz. boxes of organic rice and organic oatmeal infant cereal due to a possible choking risk. According to a Gerber spokesperson, limited quantities of the product may contain lumps of cereal which do not dissolve properly in milk or water when prepared and could potentially cause an infant to choke.

The product has been distributed in the United States, Puerto Rico and the Caribbean. If a consumer has Gerber ORGANIC Rice or Gerber ORGANIC Oatmeal Cereal, they should not use the product. They should call the Gerber Parents Resource Center at 1-800-443-7237 or 1-231-928-3000 to return the product and receive a full refund. The Gerber ORGANIC Rice UPC Code is 15000 12504 and the Gerber ORGANIC Oatmeal UPC Code is 15000 12502.

Questions

If you have any questions, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

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